

Office of the Illinois State Treasurer
Position Description

Position Title: College Savings Communications and Marketing Intern
Division: College Savings
Domicile: Chicago

Position Summary:

The goal of the Treasurer's Office Internship program is to provide a worthwhile experience to students who are interested in understanding how state government and financial entities can work together to provide important services to the public. The Office of the Treasurer has departments such as civic engagement, communications, information technology, policy, scheduling/advance, legal, portfolio investments, unclaimed property and investment operations that will offer a hands-on opportunity to understand how a Constitutional Officer and their staff perform their day to day job duties.

Supervision:

Reports to the Director of College Savings

Supervisory Responsibilities:

N/A

Duties and Responsibilities:

- Assists with the strategic direction of College Savings Outreach efforts
- Assisting in identifying the needs for content of educational sessions and webinars for academics seeking to learn about College Savings, as well as the marketing and delivery of sessions.
- Drafts basic communications materials including news releases, media alerts, fact sheets, weekly newsletters, flyers and other marketing materials as directed
- Coordinates special event planning activities
- Assists with the development and updating media lists and other administrative databases
- Assists with administrative duties including answering phones, arranging interviews, answering emails, mailings and other administrative functions as assigned.
- Performs other duties as required or assigned which are reasonably related to the duties enumerated above

Specific Skills:

- Reliable and detailed oriented, excellent organizational aptitude
- Positive "can-do" attitude and strong overall work ethic
- Work well with others in a team environment
- Ability to multi-task and focus a time-sensitive environment
- Exceptional written and verbal communication skills
- Ability to maintain satisfactory working relationships and communicate effectively with all levels of staff and the general public
- High level of proficiency in Microsoft Office applications, including Word, Excel and PowerPoint

College Savings Communications and Marketing Intern Learning Objectives

Upon completion of this internship, you will have learned:

- The basics of how 529 college savings programs work and how they help students go to college or trade school
- Best practices on marketing a program to a targeted audience
- How to draft written materials to promote a program and communicate with stakeholders